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Form PTO-1449 Modified List of Patent and Publications Cited by Applicant (Use several sheets if necessary) U.S. Department of Commerce Patent and Trademark Office	Docket No. MSFT-0765/ 190453.1	Serial No. Not Yet Assigned
	Applicant Dave Wecker, et al.	
	Filing Date Herewith	Group Not Yet Assigned

OTHER DOCUMENTS (Including Author, Title, Date, Pertinent Pages, Etc.)

JB	AA	Deng, J., et al., "Local web advertisement through dynamic active proxy," <i>IEEE International Conference on Multimedia and Expo.</i> , July 30-August 2, 2000, ISBN: 0 7803 6536 4, Vol. 2, 1183-1186
JB	AB	Mazur, L., "When next for the banner ad?," <i>Internet Business Magazine Ltd.</i> , July 2000, ISSN. 1366-2821, 78-83
JB	AC	Raghu, S., "Dynamic profiling of consumers for customized offerings over the internet: a model and anyalysis," <i>J. Decision Support Systems</i> , 2001, ISSN: 0167-9236, 32, 117-134

EXAMINER <i>Londra Burge</i>	DATE CONSIDERED <i>10-19-04</i>
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U. S. PATENT DOCUMENTS						
Examiner Initial		Document No.	Date	Name	Class	Subclass
JTB	AD	5,715,403	02/03/98	Stefik	395	244
JTB	AE	5,845,281	12/01/98	Benson, et al.	707	9
FOREIGN PATENT DOCUMENTS						
Examiner Initial		Document No.	Date	Country	Translation YES NO	
EXAMINER				DATE CONSIDERED		
Londra Burger				10-19-04		